



*Embassy of the United States of America
Office of Public Affairs
Information Resource Center (CDI)
P. O. Box 1866 Abidjan 01
Telephone: 2249 4170/ 2249 4249
Fax: (225) 2249 4219
E-mail: cca_ci@state.gov
<http://abidjan.usembassy.gov/irc.html>*

IRC NEWS – 014

Special Issue!!!

FROM THE EDITOR

The IRC offers a unique set of resources and services. Please peruse them to see how you can build your professional capacities and better perform your daily duties. We would like to thank all the panelists, moderators, lecturers, and participants who contributed to the achievement of the IRC's goals. If you want to change positively your way of thinking, improve your work performance, and maybe even your life, please refer to page 11. Also, please discover our new colleague, Mrs. Oumou Coulibaly, who has just joined the IRC and is already bringing many new and exciting ideas.

- 2 Leadership Conference – Book of the Year Celebration
- 3 IRC Training Programs
- 4 Youth against AIDS
- 5 International Day of Disabled People
- 6 Book of the Month -- November 2007
- 7 Tranet.biz presentation and Agribusiness
- 8 Fair Trade for All: How Can Trade Promote Development?
- 9 Maximize Knowledge @ Work – Career Development Process
- 10 Diversity in America – Cross Cultural Research Program
- 11 Coming Soon!!!
- 12 Readers' Corner

Someone you should know!

Book of the Year 2007 – Program

To celebrate the most popular book of the IRC, post has implemented since 2006 a Book of the Year program. The Contrarian's Guide to Leadership was the most requested book, checked out and/or presented to major institutions and contacts. In December, the program gathered more than 300 participants from the Presidency, the Prime Minister's office, the Ministry of Defense, the Ministry of Communication, the Chancellor's office, the head of the Police Academy, civil society and religious leaders, and media professionals. Ambassador Nesbitt introduced the program, pointing out the role and the importance of the leader in society. Minister Patrick Achi, the Prime Minister's representative, stated that the American social system generates leaders. He also acknowledged that anyone can learn and become a leader. Panelists were a university lecturer, the president of the Women Leaders' Caucus, and a civil society activist. The discussion focused on aspects of African leadership. Participants unanimously expressed their appreciation for the conference and recommended that it be repeated for a wider audience in order to spread the innovative approaches and leadership strategies discussed in the book. The main Nouveaux Horizons partner, the Librairie de France, sold more than 300 copies of the book during the event. The book is still available for purchase from Nouveaux Horizons partners in Abidjan.



*Ambassador Nesbitt
introducing the program*



*Minister Patrick Achi, the Prime Minister's
representative delivering the opening remarks.*



A partial view of the participants

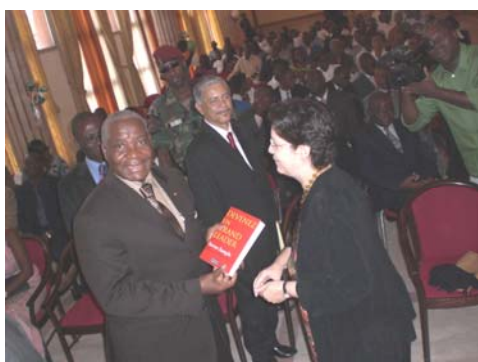


*Panelists from left to right: Professor Amoa
Urbain, Mrs. Mariam Dao-Gabala, Mr. Louis
Auguste Boa II and Mrs. Kaba-Yaya Fofana*

Evidence of effectiveness of Abidjan IRC training programs

On December 11, 2007, PAO Sharon White presented a collection of ARS Paris Nouveaux Horizons books and IIP Publications to the Minister of Education and winners of a National High School Libraries Contest. This event was the follow-up of a training session organized by PAS Abidjan in April 2006, for thirty-five high school teachers and librarians on 'How to run an effective high school library'. The IRC staff drafted and compiled proceedings on this workshop. The document was widely shared with librarians in Côte d'Ivoire, and the Ministry of Education organized a national contest with high school libraries based on it. The contest achieved the following objectives: it built participants professional capacity to work according to the International Library Standards, stimulated thinking among librarians, made libraries more visible and showed the essential role of libraries as supportive tools for the educational system. The winners of the contest were drawn from Abidjan, San-Pedro and Abengourou where post used to organize training sessions for high school librarians.

The program enhanced Public Diplomacy support to local libraries and promoted mutual understanding. Minister Bleu-Laine, a former International Visitor, extended his gratitude to the US Mission in Côte d'Ivoire. He added that the Nouveaux Horizons collection and the IIP publications will help develop more promotional programs, for high school libraries. Most participants joined the professional librarians association in Côte d'Ivoire. This event was covered by print media and broadcasted by the National Television.



*PAO Sharon White presenting a copy the NH book
'The Contrarian's Guide to Leadership'
to Mr. Bleu-Laine, the Minister of Education*



A view of the winners

Youth against AIDS

To mark the International AIDS Day, PAS Abidjan organized on December 5, 2007, a conference based on the Nouveaux Horizons book: 'AIDS: What Teens Need to Know'. This event gathered 130 participants including high school and university students aged 12 to 18 years old, teachers and high school directors. Prior to the program, participants were invited to send comments and questions to Regan Hoffman, the guest speaker of the webchat on AIDS Epidemic. They were impressed to receive answers to the dozen of questions on the subject. Following PAO Sharon White's welcome address, Mrs. Jyoti Schlesinger, the PEPFAR Country coordinator, opened the conference. The panelists focused on the seriousness of the disease, gender issues, prostitution, promiscuity and the vulnerability of the juvenile population. As a remedy to the plague, lecturers insisted on prevention and total abstinence. Participants watched attentively a documentary film which showed the experience of Ivorian youth living with AIDS and the stigmatization issue in school. Participants actively interacted with panelists.



Participants on the webchat station



PAO Sharon White and PEPFAR C. Coordinator Jyoti Schlesinger



A partial view of participants



Panelists Dr. Zokora, Dr. Sibailly, and Mrs. Bagayoko (from left to right)



Active participants



Participants with copies of the book on AIDS

International Day of Disabled People – Book donation

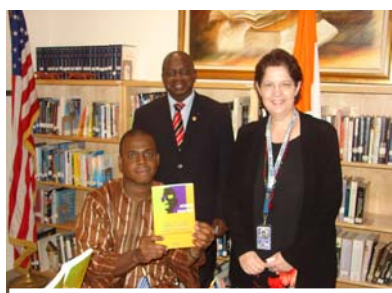
On December 3, 2007, post organized a working session with members of the committee of the Federation of the Disabled People Associations. This federation includes more than 85,000 members. PAS presented resources available to disabled persons including 100 copies of the NH book 'No pity, the People with Disabilities forging a new Civil Rights Movement', and the IIP E-journal 'Disability and Ability'. The IRC staff also introduced the USINFO webchat station. Mr. Dogbo Raphael, the President of the Federation and a former counselor in the Prime Minister's office, spoke very highly of the positive impact of the NH book. He explained that the federation used the strategies and arguments discussed in the book to request the translation of major television news into the sign language. As a result, the national network now broadcasts major news for thirty minutes every day with sign language. Impact: The Federation Committee Members will use this donation to help establish a special library at the University of Cocody. The Rotary International is working with the Federation to set up a library and has already provided about 20 computers and shelving. They are hoping to encourage book donations to stock the library. The impact of this Embassy donation will be significant in reaching a wide audience and supporting an organization of responsible activists who have already made a difference based on the materials we have provided, e.g., in convincing the national network to broadcast a daily news program with sign language.



PAO Sharon White discussing with members of the Committee



PAO Sharon White explaining the IIP resources (Dec. 3, 2007 webchat)



From left to right: Mr. Gogbo Raphael, President of the Federation, Mr. Siaka Camara, Rotary Club Member and PAO Sharon White



Group photo

Maximize Knowledge at Work

On October 25, 2007, the IRC carried out the 6th edition of its series of seminars ‘Maximize Knowledge at Work’. This edition was based on the second part of Jack Welch famous book ‘Winning’, a Nouveaux Horizons collection book. Judith Marcouiller, the Human Resource Officer, gave the opening address. The lecturers Mr. Seka and Mr. Aouely grasped the attendees’ attention through clear and well-stated exposes. Mr. Seka focused on the fundamentals of winning or succeeding. According to Welch, success rhymes with values, clearly-defined mission and goals, open-honest dialog, differentiation, promoting participation, and spending more time in action instead of bureaucratic procedures.

As for Mr. Aouely, he made it clear that the key to professional success is the employee’s advocacy to win. He pointed out the eight leadership principles that balance skills: developing people, communicating vision, building trust, motivating and inspiring others, and celebrating achievements. He also focused on the answer provided by the author to the most difficult questions people face both on and off the job. In fact, Welch’s book is a pragmatic guide to simple, powerful and proven management practices. The Embassy employees’ involvement in the group work proved the seminar to be very accurate, successful and relevant. In his closing words, Mr. Thomas Lyman encouraged the participants to take advantage of such a seminar to improve their professional performance.



1



2



3



4



5



6



7

Captions

1 – Mrs. Judy Marcouiller at the Opening Session

2 & 3 – Partial view of the participants

4 – Professor Seka – Trainer from Africhange

5 – Mr. Aouely – Trainer from Global Consulting

6 – Working session

7 – Mr. Thomas Lyman, the SFMO, delivering the closing words.

Diversity in America – A Cross-Cultural Research Program

On October 24, 2007, the IRC organized a Cross-Cultural Research session with 80 graduate students and their teacher from the English Department of the University of Cocody.

Mrs. Cordell, the guest speaker from the Community Liaison Office, entertained the students on Diversity in America. She brilliantly portrayed the American melting pot composing the population. She pointed out the positive side of this diversity which contributed to the democratic nature of the American society. The constitution itself is a testimony of the inclusion of all ethnic groups into the one and indivisible nation that the United States form. When analyzing the situation, students could find a kind of similarity between Cote d'Ivoire and America. Cote d'Ivoire could also take an advantage from the different multicultural groups to build a sustainable democratic country. The program enriched the participants who were surprised and pleased to discover the IIP Publications (such as the E-journals), the webchat station, and InfoUSA as useful resources to support their academic researches on American Studies.



*Jan Cordell, CLO Coordinator,
delivering a lecture on 'Diversity in the America'*



Partial view of the participants

Conference on 'Fair Trade for All: How can Trade Promote Development'

On October 30, 2007, PAS Abidjan organized a conference based on the Nouveaux Horizons book '*Fair Trade for All: How can Trade Promote Development*'. The forty participants included the Deputy Director of the Ministry of Commerce, economists, business people, university teachers, economic journalists, and media professionals. The panelists exposed the overall message of the authors focusing on the fact that trade liberalisation is beneficial provided it is properly done in the interest of the poor. After reminding the historical background of trade agreements and their failure, the authors appeal to open up markets in the interest of all and not just the most powerful economies. They proposed reforms and principles for global trade regime upon which a successful agreement must be based to ensure that trade promotes development, basically for developing countries.

The participants welcomed the opportunity they were given to debate on trade and development, a key and challenging issue that developing countries face. They pointed out that trade agreements seem to be tailored for powerful economies. Nonetheless, poor countries have shared responsibilities. Decision-makers can design trade policy adapted to their own countries environment and promote domestic and regional trade. The best way poor countries can improve their lot is to soften or eliminate their trade barriers. As far as Cote d'Ivoire is concerned, participants recognized that human and natural resources are available. So, Ivorians must advocate to work in order to achieve development. The audience appreciated this inspiring book which comes out with new ideas on how to make the global trade regime work for developing countries.

IV – Book of the Month Program on ‘Ten Steps to a Results-Based Monitoring and Evaluation System’

On November 28, PAS organized a conference based on the Nouveaux Horizons book ‘Ten Steps to a Results-Based Monitoring and Evaluation System’. This well-attended program included more than 80 participants composed of government officials, project managers, NGO leaders, University teachers, and media professionals. Following the welcome address by the DCM, Cynthia Akuetteh, panelists underlined the importance of the book in terms of planning, designing, and implementing projects to achieve goals.

Participants confirmed the effectiveness of the conference and the need to organize similar follow-up programs. They focused on the fact that the book is a valuable reference resource that everyone should possess. They decided to create a reflexion platform in order to diffuse the evaluation techniques and approaches discussed in the book. A teacher from the National School of Administration said that he will submit a plan to the school principal to include the ‘Evaluation system’ topic into the curriculum. This will be a right way to teach and promote good governance.



DCM Cynthia Akuetteh introducing the program



Opening Remarks by the Representative of the Minister of State for Reconstruction and Reintegration



Mr. Zézé Stanislas a panelist



A partial view of the participants



Minister Yoman G., Panelist



Minister Koné Mamadou Moderator



Mr. Ayoun N'Da from the National School of Public Administration



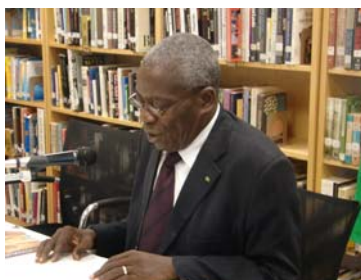
DPAO Etta Toure delivering the closing words

V- Joint program with Pol/Econ Conference on Agriculture

On November 29, PAS organized a joint program with the political and economical section of the Embassy. The first part of the program consisted in an agricultural Producers conference and the launching of the website www.tradnet.biz in Cote d'Ivoire. The second part was a round table discussion on the Promises and potentials of GMOs in Africa. This program gathered more than 70 participants including representatives of the Minister of Agriculture, the Ministry of Animal Production and Fishery, the Minister of Environment, researchers, scientists, medical doctors, members of the consumers' association and media professionals. Talented and well articulated resource persons included Mr. Mamadou N'Diaye from MTN (a mobile phone company), Mr. Patrick Annequin from USAID Ghana, Professor Sangaré Abdourahamane from CNRA (the Agricultural Research Center) and Professor Dodo Hortense, a U.S. Fulbrighter. Participants unanimously expressed the need for follow up activities on GMOs to promote biotechnology as a tool for economic growth and food safety in Africa. During the program, post made a wide diffusion of the IIP E-Journal 'The Promises f Biotechnology'.



1



2



3



4



5



6



7

Caption:

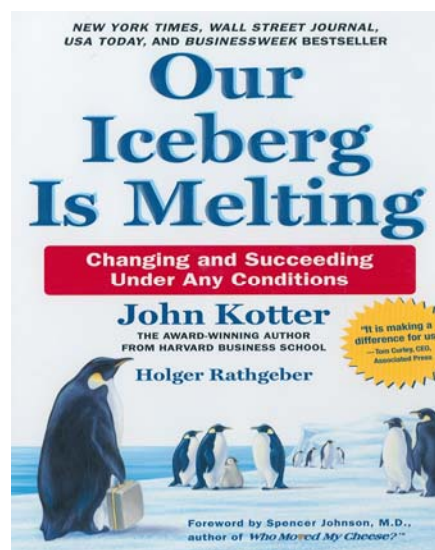
- 1 – Pol/Econ Officer E. Massinga introducing the Program
- 2 – Mr. Gnamba-Yao the Minister of Agriculture representative
- 3 – Panelists: Mr. N'Diaye from MTN and Mr. Innocent from Anaproci
- 4 – Partial view of the participants Minister Anne Messou and representative of the Biotechnological Center
- 5 – Mr. Annequin from USAID Ghana
- 6 – Professor Sangaré Abdourahamane
- 7 – Professor Dodo Hortense

COMING SOON! COMING SOON!
JANUARY 24TH @ 3:00 PM

Venue: MPR

Please mark you calendar!!

**IRC Seminars – Maximize Knowledge @
Work
7th Edition**



Your Seminar is scheduled for
Thursday January 24 from
3:00 PM to 5:00 PM. This
important seminar is a DVC
with Washington DC a
'Bestseller'
don't miss this event!

Do you want to succeed against odds?

Get a free book directly on your desktop:

<http://www.google.com/search?hl=en&q=John+Kotter+Our+Iceberg>

If yes!!! Please join us on Thursday January 24 at 3:00 PM in the
MPR for a DVC with Washington.

READERS' CORNER

Many contacts send us e-mails to give their feed-back on our programs. The IRC is proud to share these comments with you. Below is Mr. Koffi Koffi Ernest's contribution.

'Voila un an que vous, Angoran Marie Laure, avez initié le IRC Seminar intitulé Maximize Knowledge at Work. J'ai assisté à plusieurs numéros de ces séminaires qui ont tenu leur promesse avec nos deux valeureux experts formateurs. Mais j'avoue que le dernier numéro en date du jeudi 25 octobre 2007 a été sublime. J'ai réalisé ce jour là que les formateurs maitrisent effectivement leur sujet. Je tire spécialement mon chapeau à M. Aouely Peter qui pour sa première participation a étonné plus d'un par la qualité de son intervention et des exemples employés pour étayer ses propos. Cependant, tout le mérite revient à M. TAPE Nicolas qui, en grand connaisseur, a su se faire remplacer valablement. Bravo messieurs SEKA, TAPE et AOUELY pour la qualité de vos enseignements et bravo aussi Marie Laure et son équipe pour la pertinence des thèmes choisis. Merci aux participants!'

A bientôt!

KOFFI
PEPFAR

Someone you should know!



In December 2007, the IRC welcomed a new staff member, Mrs. Oumou Coulibaly the IRC Technician. She has an impressive background as she previously worked as a Peace Corps Language and Cross Culture trainer, an IRC Manager and Trainer Secretary. She also worked as Customer Service Assistant in GSO. Oumou joins the IRC team with innovative ideas. She is responsible for the Circulation Desk, the Article Alert Service, and the Immersion Programs. Mrs. Coulibaly holds a Bachelors' Degree in Linguistics from the University of Cocody.